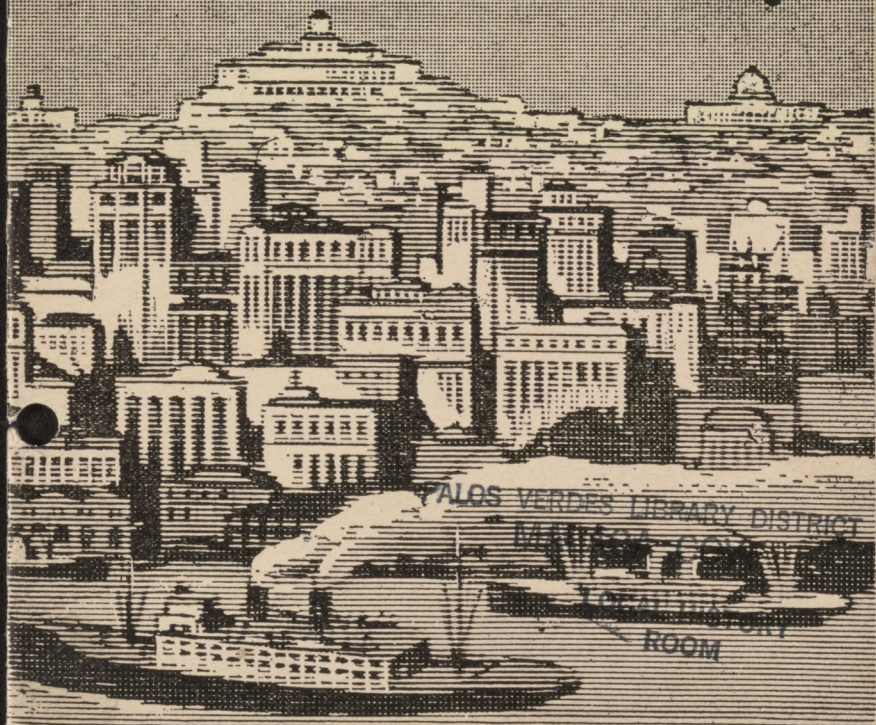


P.H. file book

Where would You rebuild LOS ANGELES?



PALOS VERDES LIBRARY DISTRICT
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LOCAL HISTORY
ROOM

Where would you
build
LOS ANGELES?







*Birds-eye view of greater Los Angeles.
Note how Palos Verdes Estates, the New
City, is the logical residential area for
the Port of Los Angeles.*



WOULD YOU, LIKE Colonel Felipe de Neve, who set the first stakes for Los Angeles, casually build the city "200 varas from the dam" because there shallower irrigation ditches would suffice? Or, would you with today's vision build it by the Pacific, whose waters give access to two-thirds of the world's population?

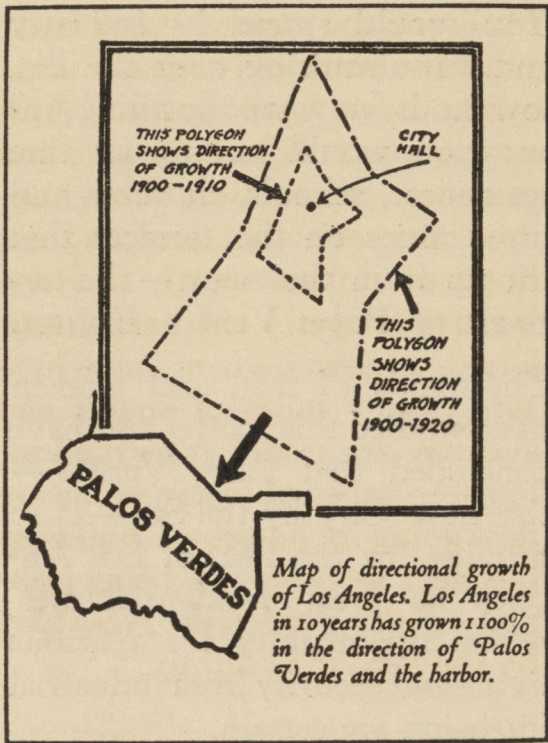
Los Angeles answered this question decisively in 1909 when, by popular vote, she faced toward the harbor, annexed San Pedro and established the Port of Los Angeles. The valiant old Colonel's

penchant for a city site needing only shallow ditches was fragile reason before the unrelenting economic fact that Los Angeles must go to the ocean. And in justification: Los Angeles in ten years has grown 1100% in the direction of the harbor; she has spent \$15,000,000 in harbor developments and has voted \$15,000,000 more. Los Angeles is out to overcome the handicap of distance imposed in the days of Mexican colonization. The great cities of the world flourish on waterways!

Where would *you* rebuild Los Angeles? By the harbor, of course.

You would spread its industry and manufacturing over the flat, low lands [now rapidly filling up] and you would put up its fine residences, schools, churches and universities on the terraces that lift up from the ocean — *the terraces of Palos Verdes Estates.*

Thousands of men and women have studied this matter and have concluded that Palos Verdes — the new City by the Sea — is to provide for the Port of Los Angeles its great residential area, where opportunity for spacious living and security from industrial intrusion are certain.



Have you the vision? Look backward ten years and consider what might have been yours. And now as you read, look forward and consider: Six million, three hundred fifty-one thousand and six hundred dollars worth of Palos Verdes property has been transferred to new owners since June 1st; twenty miles of streets and avenues are under construction; fourteen miles of water mains are now going in; homes are building; business sections are being planned—*Palos Verdes, the New City by the Sea, is building.*

*Moderate Prices Still Prevail
In New City*

Although millions of dollars worth of Palos Verdes property has been passed to new owners, there are still business and home sites at moderate prices. A number of splendid lots, with exceptional ocean views, are priced under \$4000; large estates are available for as low as \$25,000. Reasonable cash payment will reserve this property. The remainder of purchase price may be extended over 3 years in monthly or quarterly payments.

Drive to Palos Verdes Estates to-

day via Redondo and the Esplanade and see for yourself the great development that is going on. And, before prices mount higher, select your property. This is your great opportunity to reap profits from a New City.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

General Sales Office: 5th Floor Lane Mortgage Building
Eighth and Spring Streets

Henry Clarke,
Director of Sales

Bank of America,
Trustee



Ten Page 5-Color Map *Free*

A copy of the great map of Palos Verdes, containing ten pages, each two feet wide and three feet long and printed in five colors, will be mailed *free* upon request.

This map shows restricted areas, streets, boulevards, park and school reservations and hundreds of other interesting facts you will want to know about this New City.

Fill out the coupon. Map will be sent by return mail, postpaid.

.....
Palos Verdes Estates

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and printed in two colors will be
mailed free upon request.

The map shows mountain ranges
and is printed in two colors each
two feet wide and three feet long
and printed in two colors will be
mailed free upon request.

Fill out the coupon below and
send to receive your map.

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Two Page 2-Color Map Five

Send me your map, two pages each

Two Page 2-Color Map Five

